| 1 | | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| | | 12 | Anegundi | Koppal | 2005-06 | 20.00 | 16.00 |
| 9. | Kerala | 13 | Kumbalangi | Ernakulam | 2004-05 | 20.00 | 16.00 |
| | | 14 | Amamula | Pathanamthitta | 2004-05 | 20.00 | 1600 |
| | | 15 | Kalady (Spice Circuit) | Ernakulam | 2005-06 | 10.00 | 08.00 |
| | | 16 | Anakkara (Spice Circuit) | Idukki | 2005-06 | 10.00 | 08 00 |
| 10. | Madhya | 17 | Pranpur | Ashok Nagar | 2004-05 | 20.00 | 16.00 |
| | Pradesh | 18 | Chaugan | Mandla | 2004-05 | 20.00 | 16.00 |
| 11. | Maharasht | 19 | Suiibhanjan-Khultabad | Aurangabad | 2004-05 | 20.00 | 16.00 |
| 12. | Orissa | 20 | Raghurajpur | Puri | 2004-05 | 20.00 | 17.60 |
| | | 21 | Pipli | Puri | 2004-05 | 20.00 | 16.00 |
| 13, | Punjab | 22 | Rajasansi | Amritsar | 2004-05 | 20.00 | 1600 |
| 14. | Rajasthan | 23 | Neemrana | Alwar | 2004-05 | 20.00 | 16.00 |
| | | 24 | Samode | Jaipur | 2004-05 | 20.00 | 16.00 |
| | | 25 | Haldighati | Rajsamand | 2004-05 | 19.32 | 15.45 |
| 15. | Sikkim | 26 | Lachen | North Distt. | 2004-05 | 20.00 | 16.00 |
| 16. | Tamil | 27 | Kazhugumalai | Thoothukudli | 2004-05 | 20.00 | 16.00 |
| | | 28 | Karaikudi | Sivaganga | 2004-05 | 20.00 | 16.00 |
| | | 29 | Kombai (Spice Circuit) | Theni | 2005-06 | 10.00 | 08.00 |
| | | 30 | Thadiyankudisai (Spice (Circuit) | Dindigul | 2005-06 | 10.00 | 08.00 |
| 17. | Tripura | 31 | Kamlasagar | West Tripura | 2004-05 | 20.00 | 16.00 |
| 18. | Uttaranch | 32 | Jageshwar | Almora | 2005-06 | 20.00 | 16 00 |
| | | 33 | Mana | Chamoli | 2004-05 | 20.00 | 16.00 |
| 19. | Uttar | | Bhaguwala | Saharanpur | 2004-05 | 19.75 | 15.50 |
| 20. | West | 35 | Ballabhpur Danga | Birbhum | 2004-05 | 20.00 | 16.00 |
| | | 36 | Mukutmonipur | Bankura | 2004-05 | 20.00 | 16.00 |
| | | | TOTAL : | | | 679.02 | 544.51 |

**Promotion and development of tourism in NER**

1609. SHRI DWIJENDRA NATH SHARMAH:
SHRI KARNENDU BHATTACHARJEE:

Will the Minister of TOURISM be pleased to state:

(a) what steps have been taken by Government for promotion and development of tourism in the country particularly in the NER; and

(b) what have been the results of these steps taken during the last three years and the current year so far?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Steps taken by Government for promotion and development of tourism in the country particularly in the NER are indicated in the statement-l (See below).

(b) As a result of promotional efforts made by Ministry of Tourism, Government of India, there is an increase in Domestic and Foreign tourists arrival in the country. Statement-Il indicating number of tourist arrival to North East States is given below.

***Statement-I***

*Steps taken by Government for promotion and development of tourism in the country particularly in NER.*

1. For Development and Promotion of tourism in the country, Ministry of Tourism, Govt. of India provides financial assistance to State Govt./Union Territories Admn. for tourism related projects which are identified in consultation with the State Govt./Union Territories Admn.
2. The Govt. of India attaches great importance to the development of tourism in North East Region. Towards achievement of this objective, 10% of the Plan allocation of Ministry of Tourism is earmarked for the development of tourism in the NER.
3. A series of collaterals including State-wise brochures and thirteen posters on each individual state and five themes related to the region such as music and dance and arts and crafts have been produced.
4. A compendium on North East as a whole and also a set of six display scrolls on each of the individual state of North East have been produced.
5. A website devoted to North East (www.northeastofindia.com) has been launched.
6. A logo and brand line for the North East titled "India's North East-Paradise Unexplored" has been devised for the North East Region.

7. CD of the brochure and a high resolution image CD on the Region have been produced.

8. Films and commercials on North East and a film on Eastern Himalayas have also been produced.

9. A major integrated campaign costing Rs. 9 crore for promotion of the North-East Region was initiated during 2005-06. This campaign with further innovation will be vigorously pursued during 2006-07.

10. The Ministry of Tourism, Govt. of India organized two familiarization tours of prominent tour operators and media personality who visited various destinations/locations in the States of North East Region. The familiarization tours have proved to be fruitful as the tour operators were convinced of the tourism related infrastructure available in the states of North East Region.

11. The Ministry of Tourism, through its 13 Indiatourism offices undertakes a series of promotional activities in tourist generating markets overseas, in order to promote tourism to India and attract foreign tourists to visit the various tourist places in the country, including those in the North Eastern Region. These activities include advertising, participation in fairs and exhibitions, organizing seminars, workshop and road shows, publication of brochures and joint advertisement support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

12. The Ministry of Tourism has also been encouraging participation of states in the North Eastern Region in major international travel fairs/exhibitions such as the PATA Travel Mart, WTM-London, ITB-Berlin and ATM-Dubai by providing them space within the India Pavilion set up by the Ministry, on complimentary basis, to showcase and project the tourist attractions of the region.

*Number of tourist arrived to North-East States*

| State/UT | 2003 | | 2004 | | 2005 | |
|---|---|---|---|---|---|---|
| | Domestic | Foreign | Domestic | Foreign | Domestic | Foreign |
| Arunachal Pradesh | 2195 | 123 | 4740 | 269 | 3005 | 289 |
| Assam | 2156675 | 6610 | 2288093 | 7285 | 2467652 | 10782 |
| Manipur | 92923 | 257 | 93476 | 249 | 94299 | 316 |
| Meghalaya | 371953 | 6304 | 433495 | 12407 | 375901 | 5099 |
| Mizoram | 35129 | 279 | 38598 | 326 | 44715 | 273 |
| Nagaland | 5605 | 743 | 10056 | 1084 | 17470 | 883 |
| Sikkim | 179661 | 11966 | 230719 | 14646 | 251744 | 16523 |
| Tripura | 257331 | 3196 | 260907 | 3171 | 216330 | 2677 |

**Security arrangements for tourists in Kashmir**

† 1610. SHRI KALRAJ MISHRA: Will the Minister of TOURISM be pleased to state:

(a) whether Government are aware that the number of tourists in the Kashmir valley has declined considerably as a result of attacks on them;

(b) the number of attacks on tourists and number of tourists died in such attacks during the last six months; and

(c) the steps being taken by Government to attract more tourist and to strengthen the security arrangements?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) As per the report of the State Government of Jammu & Kashmir, there has been a slight decline in domestic tourist traffic to the valley as compared to last year. Upto 26th of July, 2006 3,49,166 domestic tourists visited the valley this year as compared to 3,65,818 during the same period last year. However, there has been a slight increase in foreign tourists

†Original notice of the question was received in Hindi.